

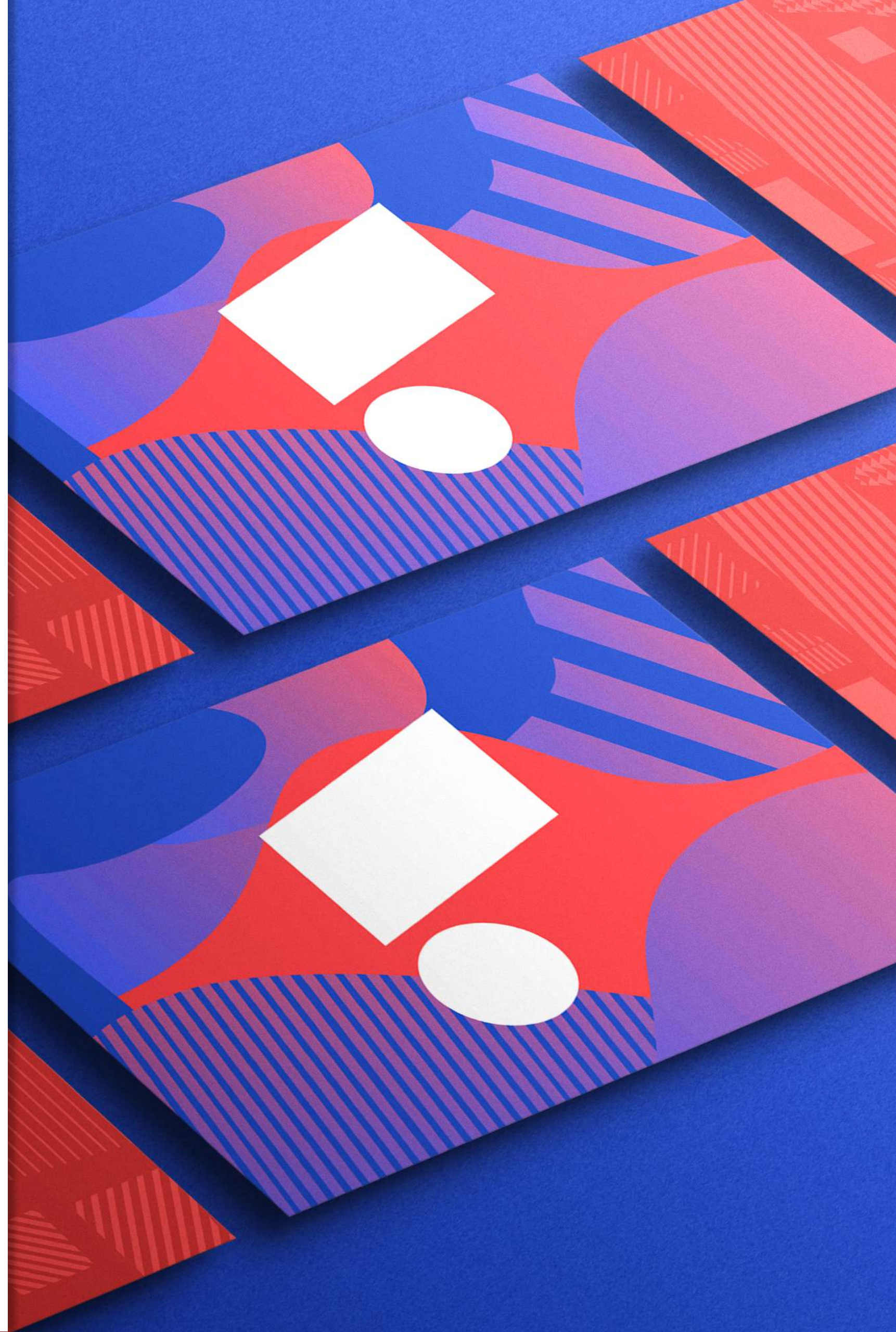


CASE STUDY

Fabric UX

A complete brand identity for an ads team at Google, built to bring together what was three teams under one new identity.


- Product Design
- Visual Design
- Illustration




THE PROBLEM

Three teams under Google Ads were merging together under a new director and didn't have a cohesive brand identity.

OBJECTIVES



Create a brand
that 40+ people
can feel united
under



Create a brand
extendable to all
platforms and will
last years

The objectives of this redesign were twofold.

STRATEGY

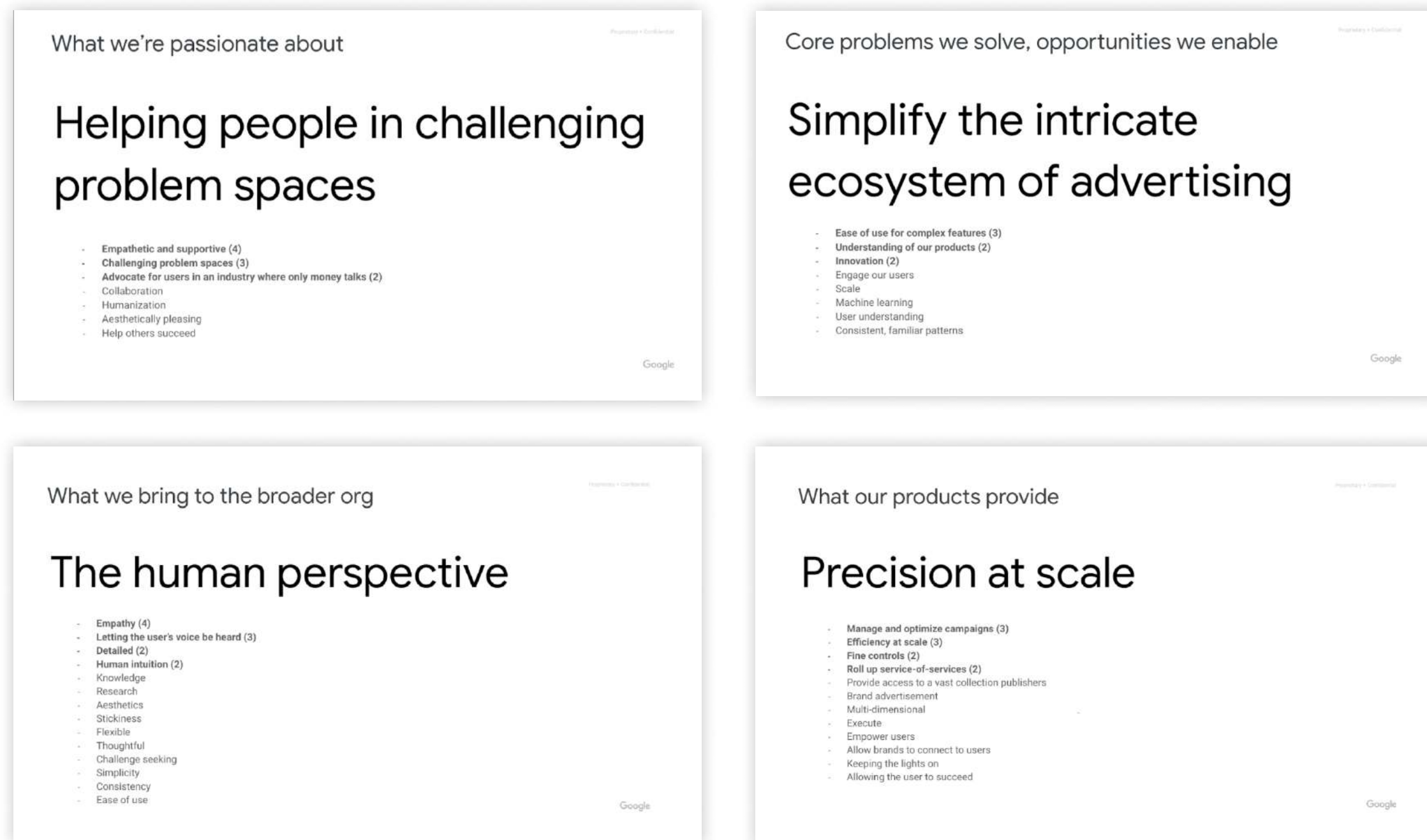
Establish a brand new **mission statement** and **purpose** to unite the new team.

Learn how team members view themselves through branding **workshops**.

Craft a new team **name**, **logo**, and complete visual branding **system**.

SURVEYS

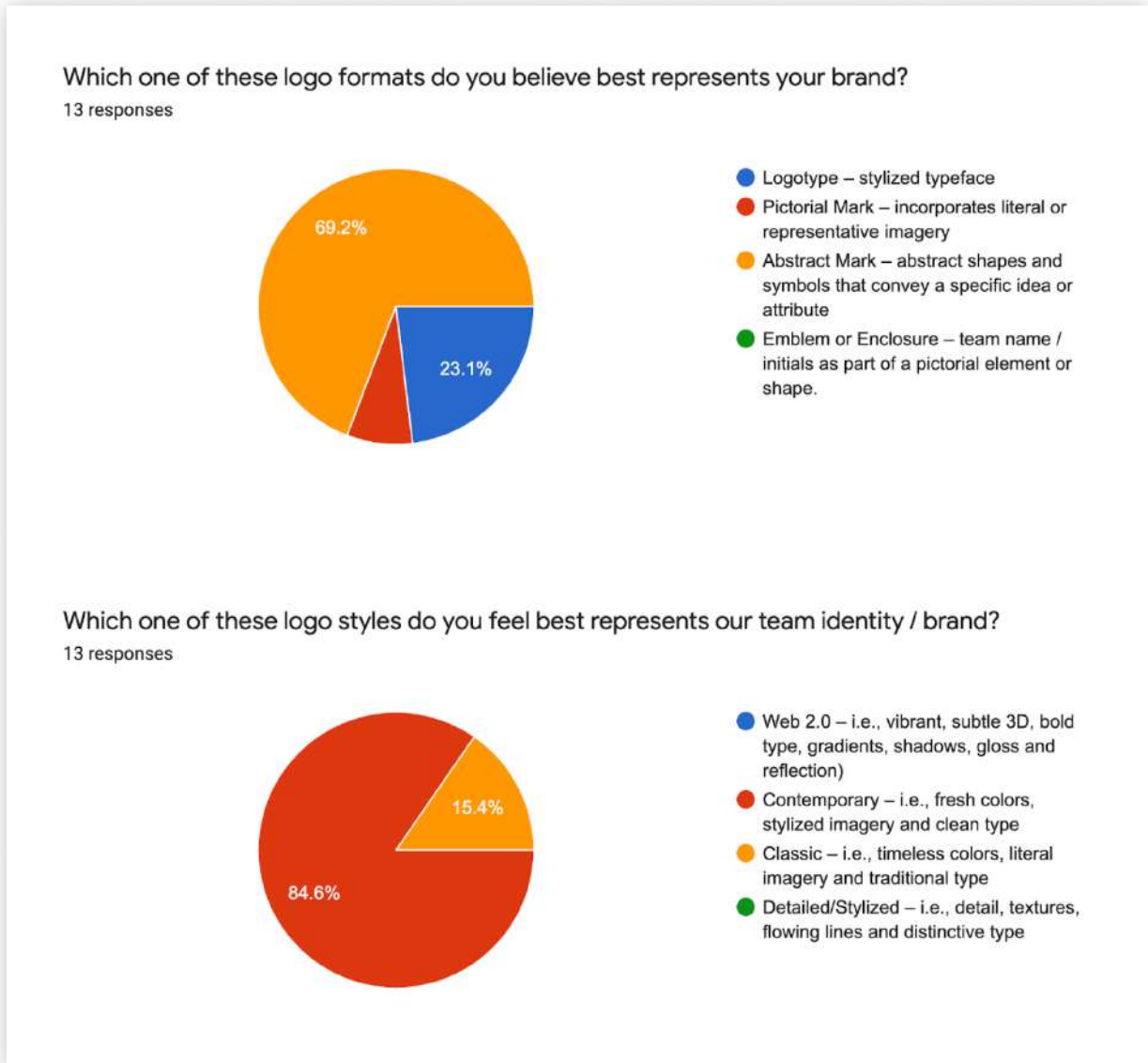
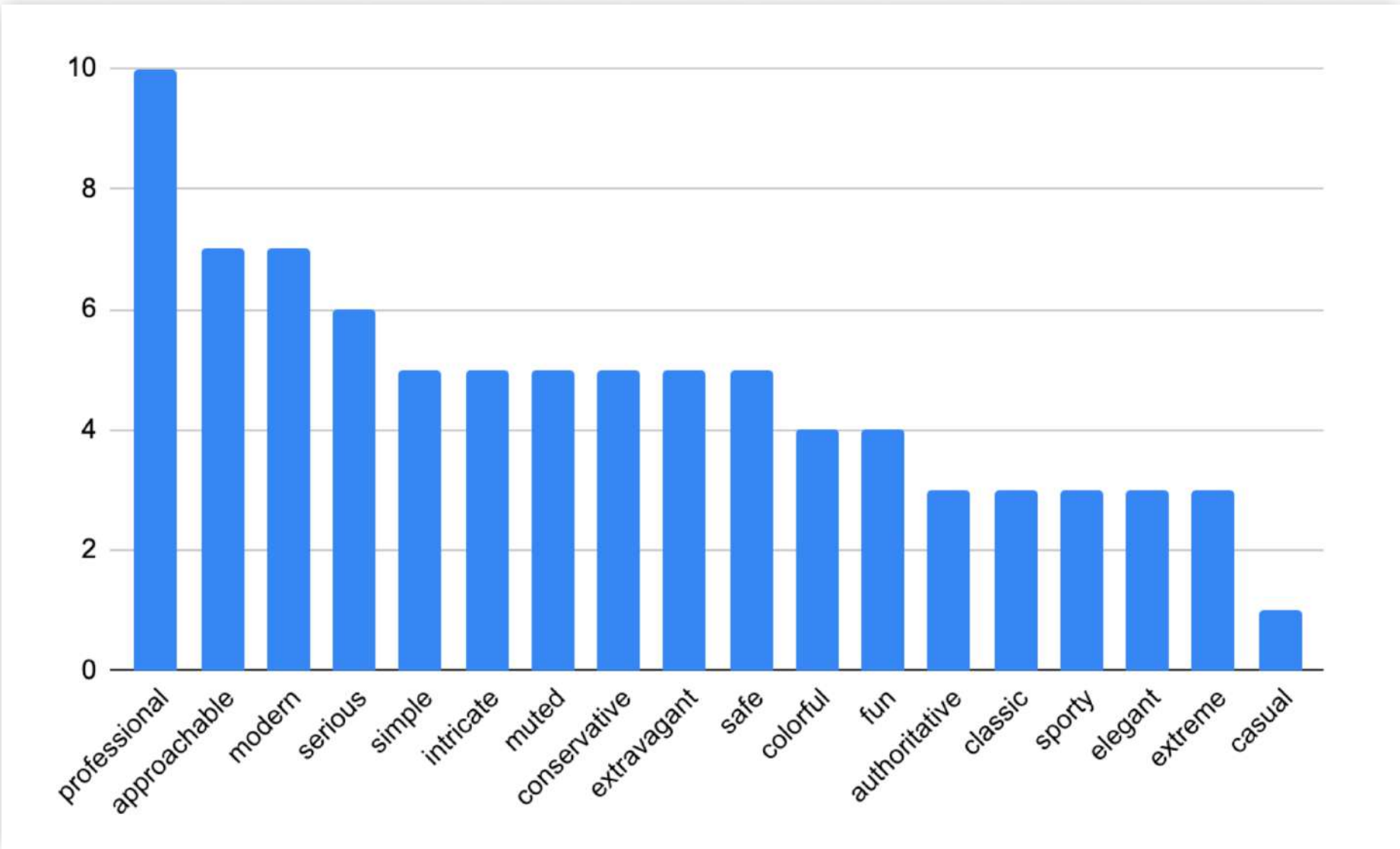
I conducted surveys to get a feel for the team to create a new **mission** and **purpose**.



I took survey results and compiled them into general themes with affinity mapping.

SURVEYS

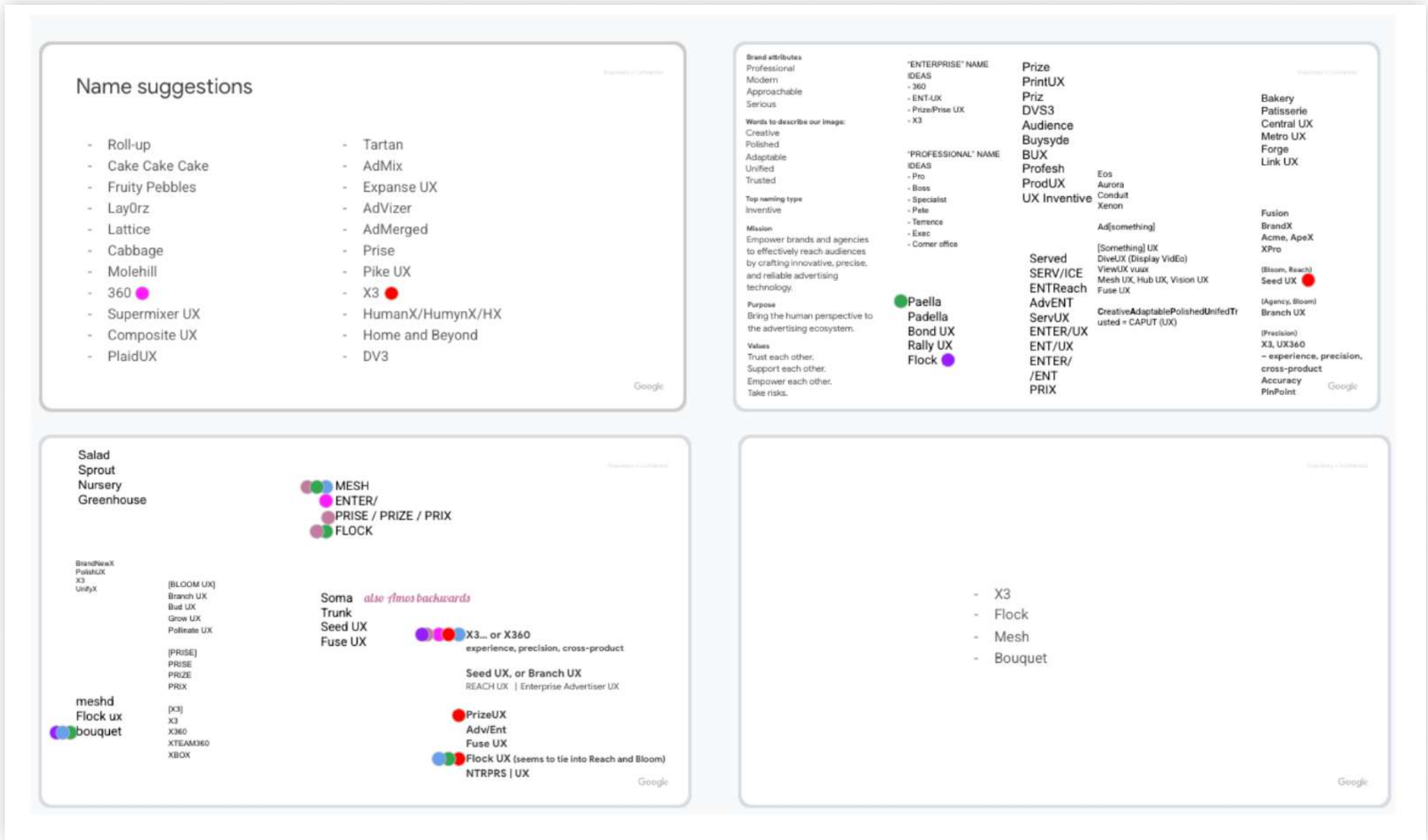
I also surveyed the team for **words** they felt fit the image that they wanted to present.



I graphed words against the number of team members who liked it as a brand descriptor.

NAMING WORKSHOP

I ran a fully remote naming workshop to find a team name that was fresh and perfectly fit the team's identity.



WORD INSIGHTS

The team saw themselves as helping users who don't have ads knowledge, empowering others to succeed in an unfriendly space.

INNOVATIVE

We are forward thinking, pushing the boundaries of our products, the ux discipline, and how we collaborate with others.

POLISHED

We deliver high quality, professional, product excellence. Craft and attention to detail is our bread and butter.

UNIFIED

We value diversity in our team, differences of opinion, and the unique perspectives we all bring – together we are stronger, and everyone benefits.

VERSATILE

We are designers, researchers, engineers, writers, and creative thinkers – we are agile, adaptable, and impactful on multiple levels.

The four brand pillars that came out of the word exercise, with a detailed breakdown of what each one entails.

MISSION

Captures the size and nature of our clients: advertisers and those who represent them.

The essence of what UX does: we design and involve ourselves in details.

The performance of campaigns should always remain a central focus.

Empower brands and agencies to effectively reach audiences by crafting innovative, precise, and reliable advertising technology.

Our products reach the right user with the right ad at the right time. To do so, we empower users with choice and customization.

We provide our customers with stable and dependable products.

We always think in creative, imaginative ways. We as UX feel we have a critical responsibility to pushing boundaries.

PURPOSE

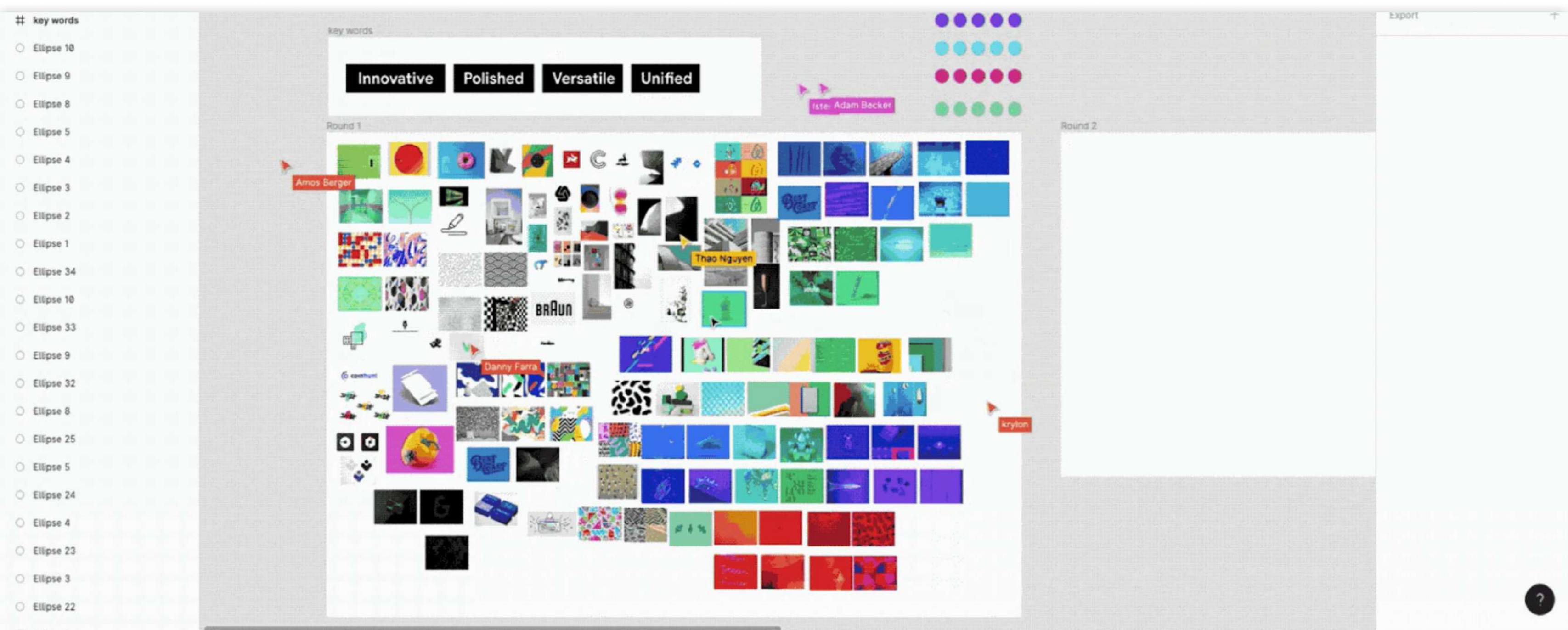
Our purpose is to help people in challenging problem spaces and to bring the human element so that users feel safe and empowered.

Bring the human perspective to the advertising ecosystem.

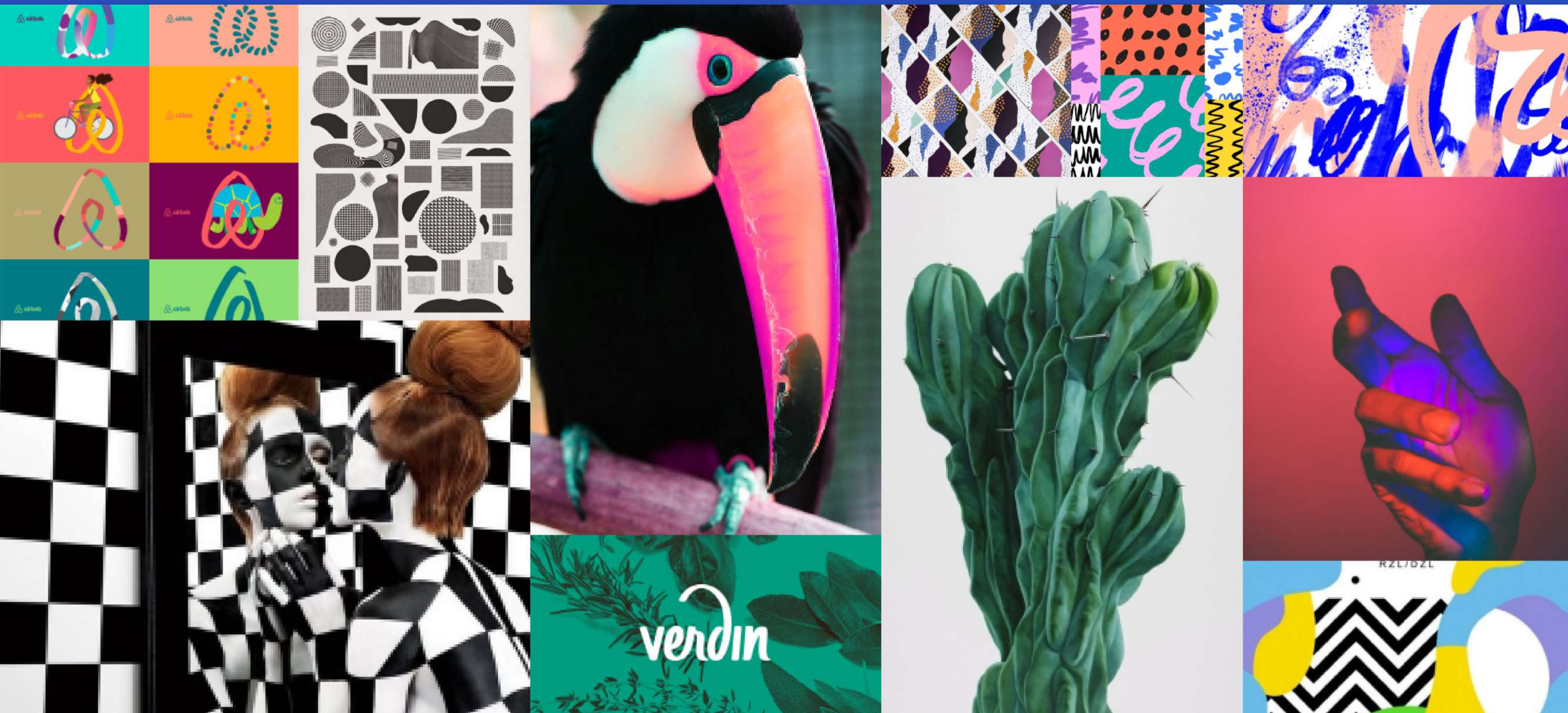
The advertising ecosystem is intricate and complex, and we exist to help people trying to navigate that space.

VISUAL WORKSHOP

I also ran a fully remote **visual workshop** to create a mood board for the brand.



MOOD BOARD

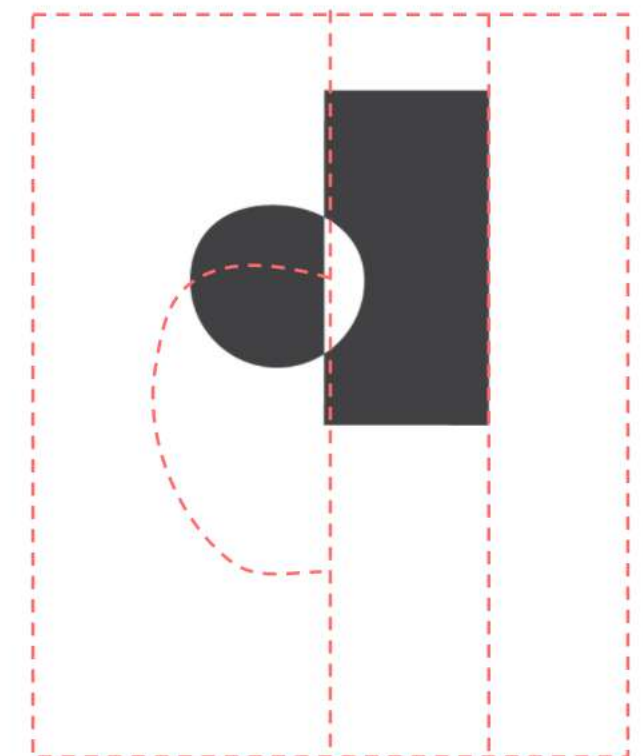
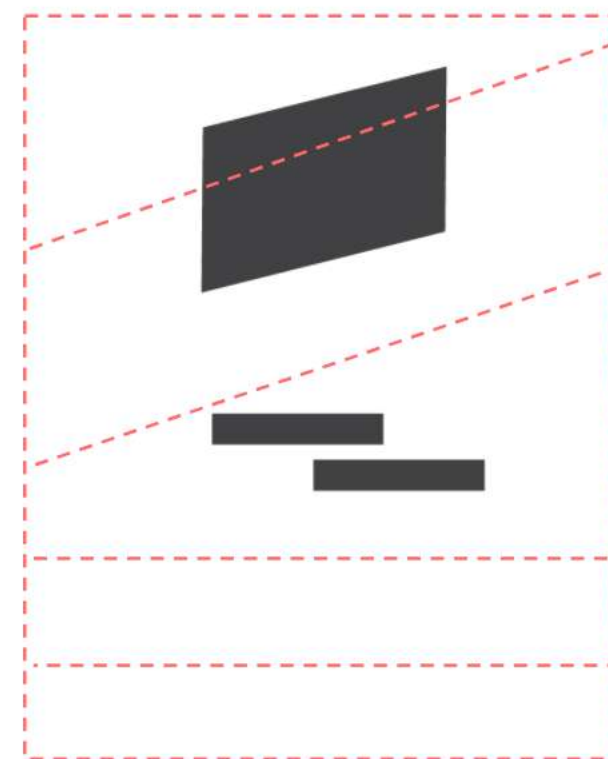
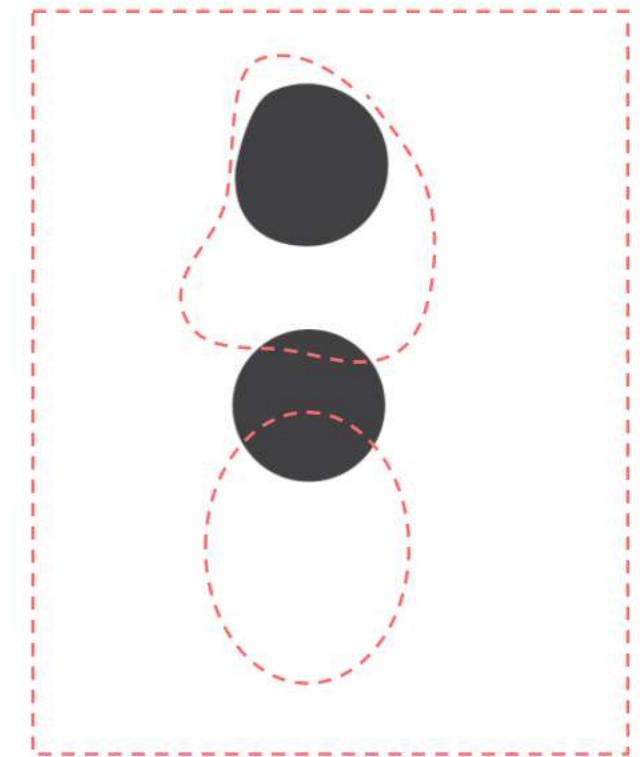
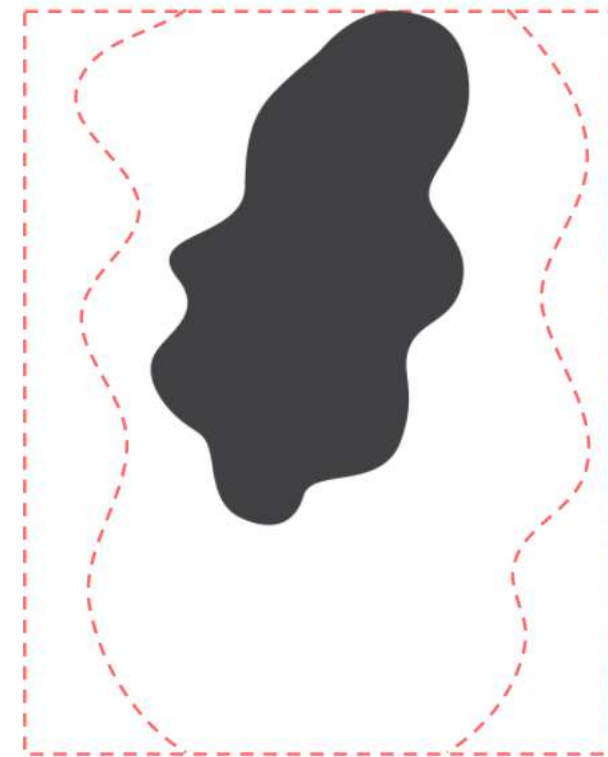


From the moodboard, I could tell that the team resonated with vibrant colors and a combining of organic curves with clean straight lines.

VISUAL INSIGHTS

A mixture of organic and inorganic shapes and patterns resonated with the team.

The team was also drawn to flexible logos that can be used multiple ways.



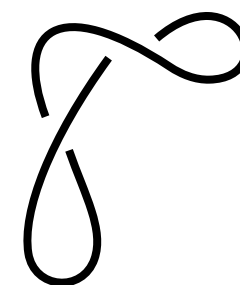
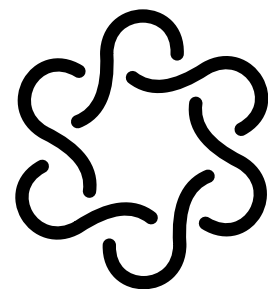
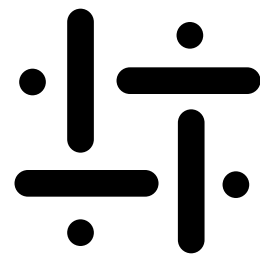
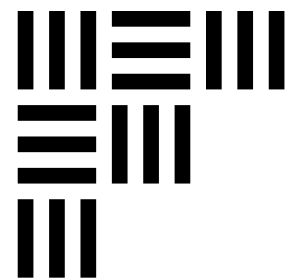
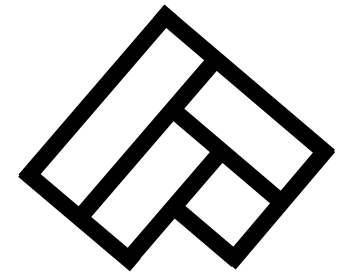
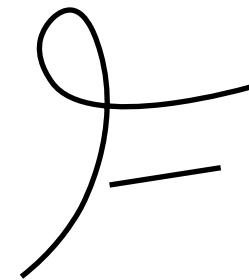
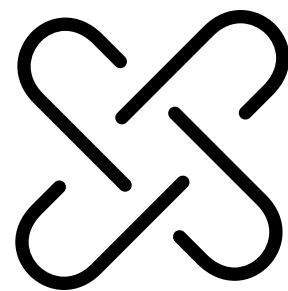
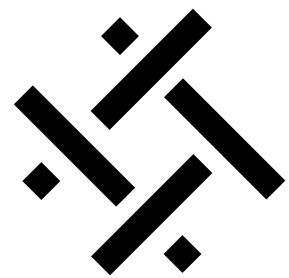
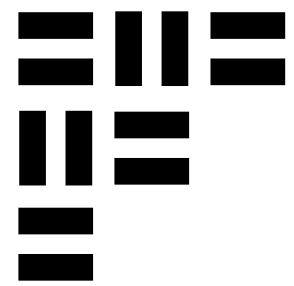
LOGO SKETCHES



These are some examples of early sketches I came up with for one of our team name candidates, which was X3. These sketches explore the idea of combining multiple elements to be something more than the sum of its parts.

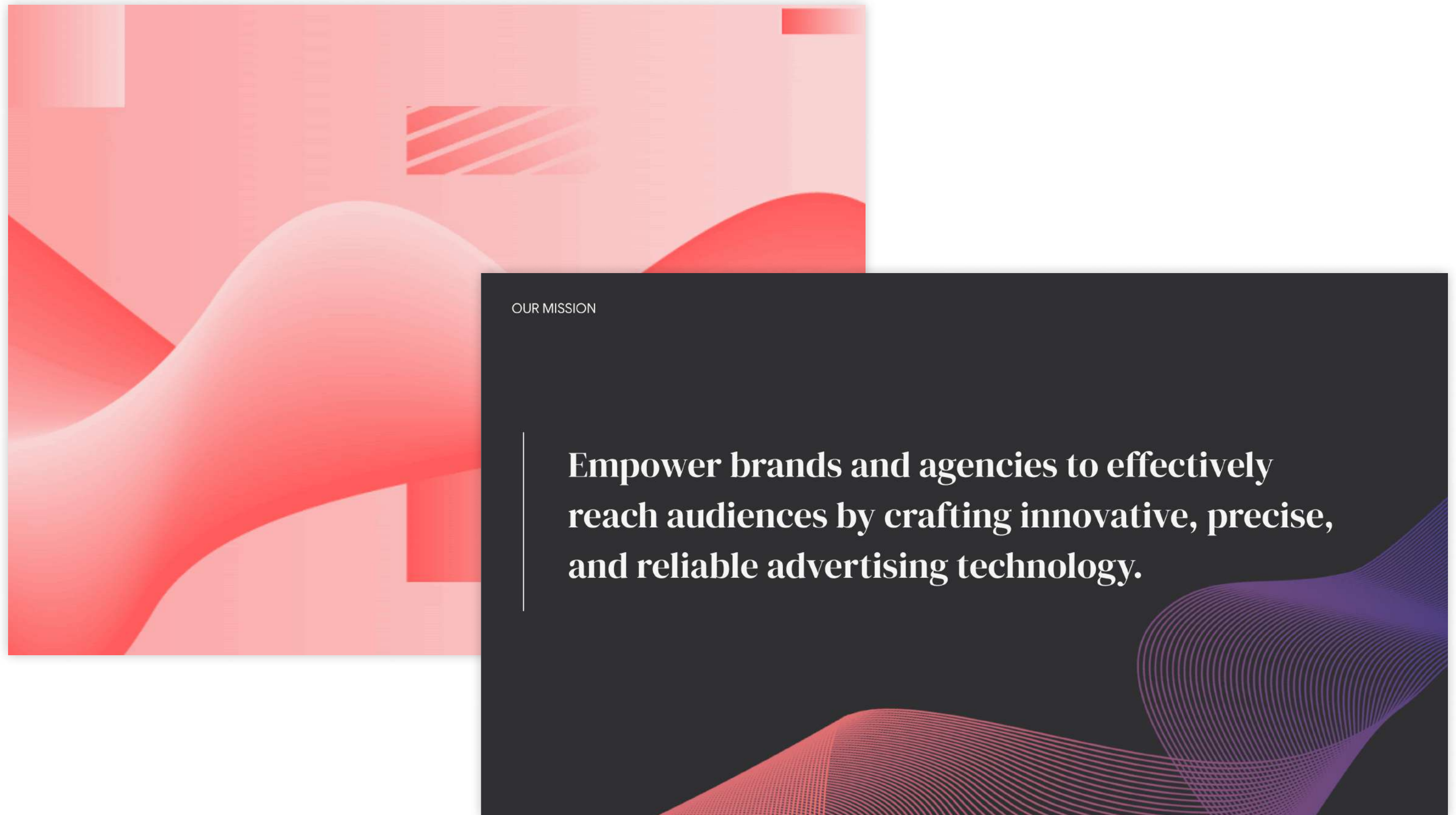
LOGO SKETCHES

Wireframes validated with team members were made into high fidelity mocks, which then went into user validation testing.

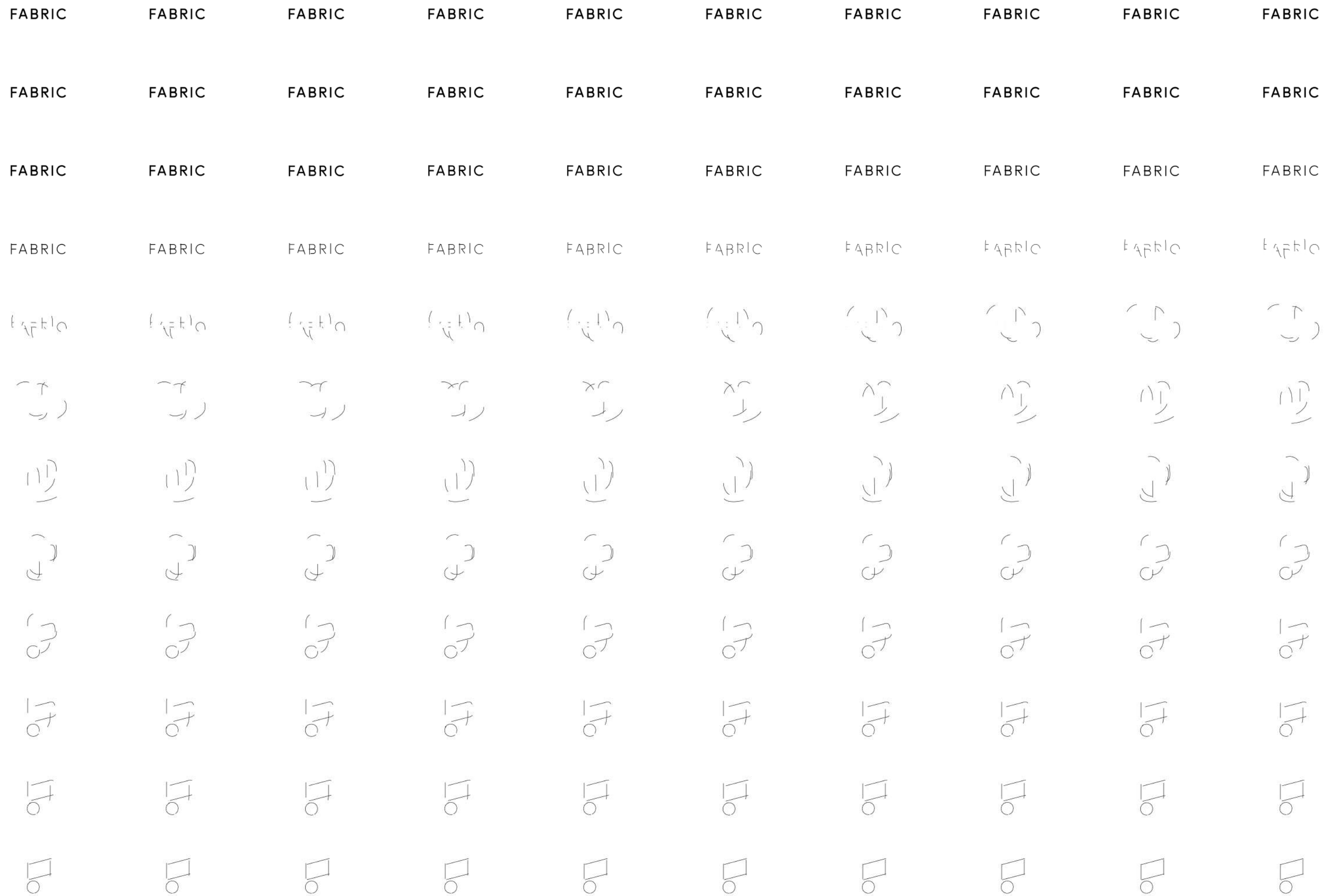


These are examples of some of the iterations I experimented with. You can see elements of woven together-ness and a combination of personable-ness and polishedness.

PATTERN EXPLORATION

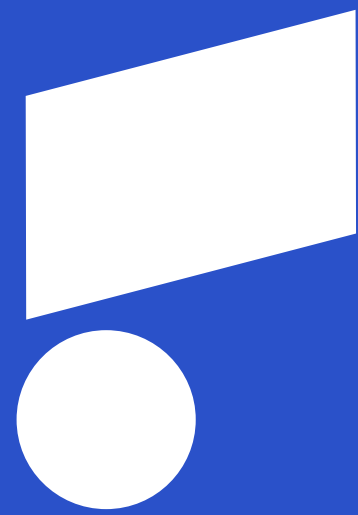


Early pattern explorations, playing with the ideas of lines coming together and patterns that come together to make bigger patterns when they're seen together.



I also experimented with different animations and motion principles for the brand.
See this animation at <https://thaotn.me/fabric-early-animation.gif>.

FINISHED PRODUCT



FABRIC UX

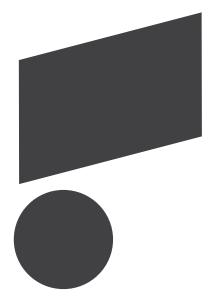
The entire process from initial ideation to final lockup took about 4 months to complete.

GREATER AS A WHOLE

Reflects singular forms with their own unique qualities that create greater meaning when united, reflecting the team's multi-disciplinary composition and work across many surfaces.

SIMPLE, MODERN, & VERSATILE

Provides a bold foundation that anchors the team identity in a consistent way, as the ecosystem and patterns around it evolve over time.



FABRIC UX



FABRIC UX

FAMILIAR

The mark is distinct and recognizable on its own as a team insignia, while aligning within the broader Reach UX family. The visual identity of “E” is in step with how we use shapes and angles to create the Fabric UX logo.

BALANCE

Juxtaposed parallelogram and perfect circle suggests balance between technology and the human touch, innovation and craft, business IQ and focus on the user.



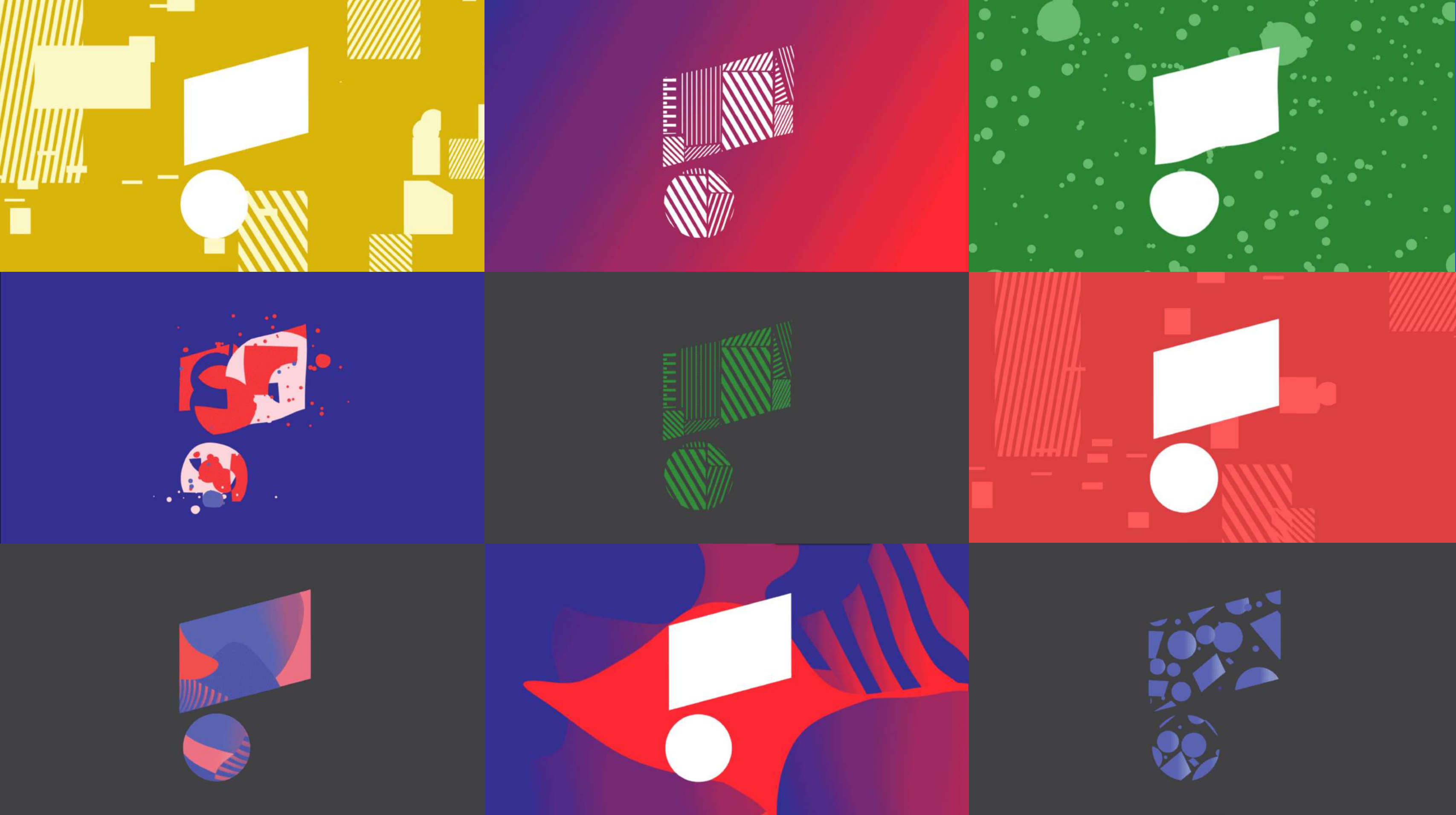
FABRIC UX



FABRIC UX

DYNAMIC

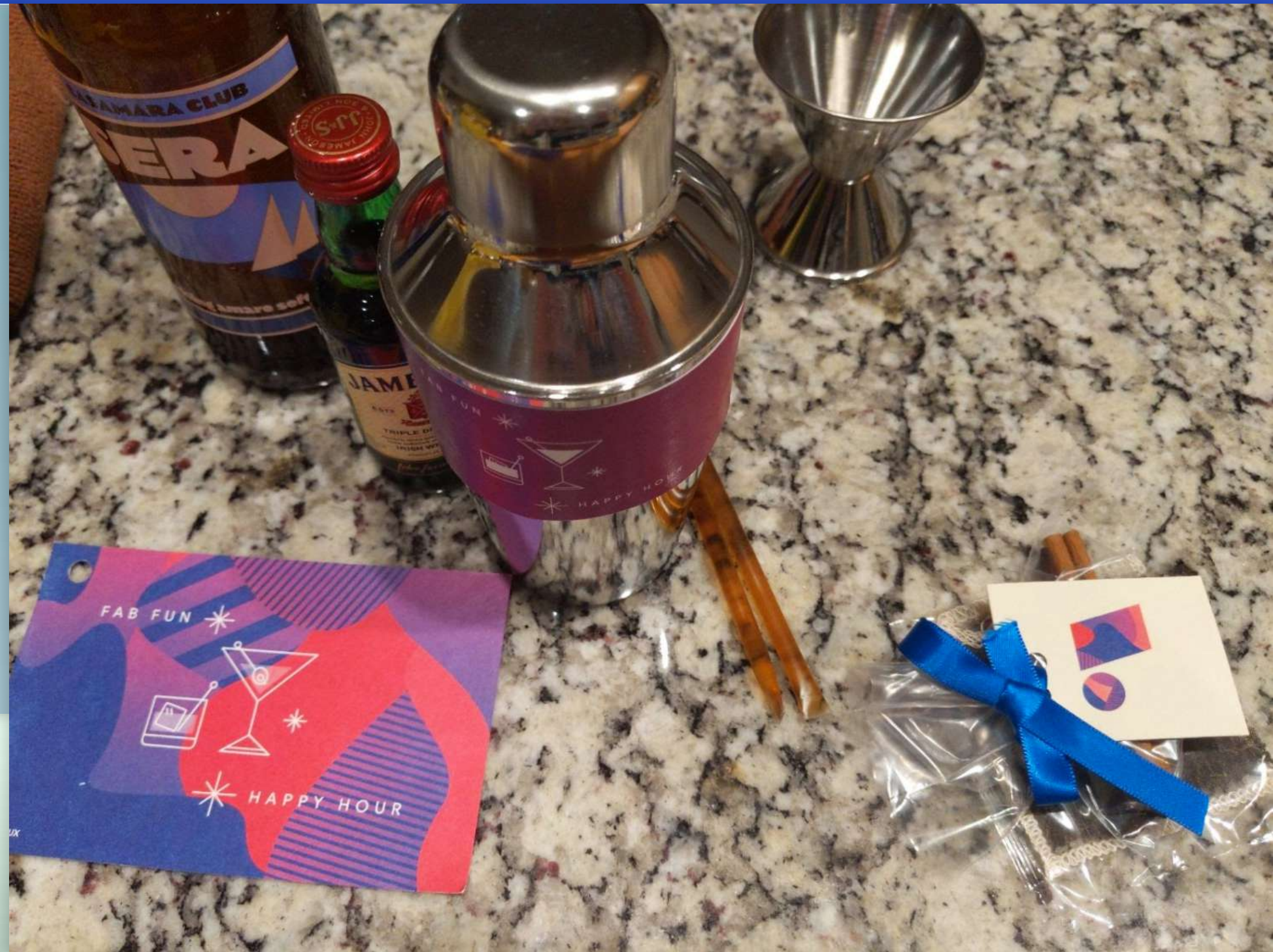
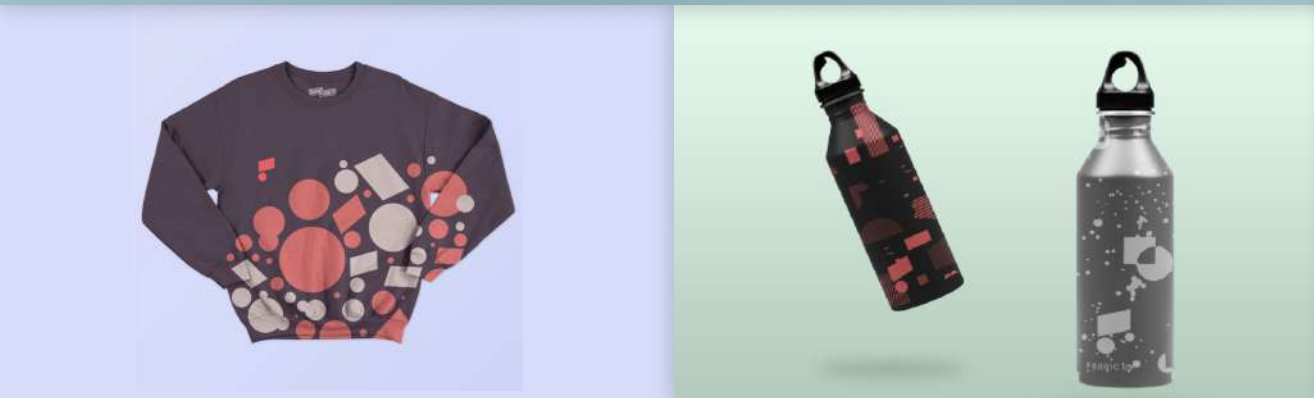
A representation of the letter “F” that evokes a sense of movement and perspective and hints at abstract symbols like a flag, an exclamation point, or an artist and a canvas.



The final logo is flexible and can be used as a knockout or as a container. The visual patterns are also easy for other designers to create more of.

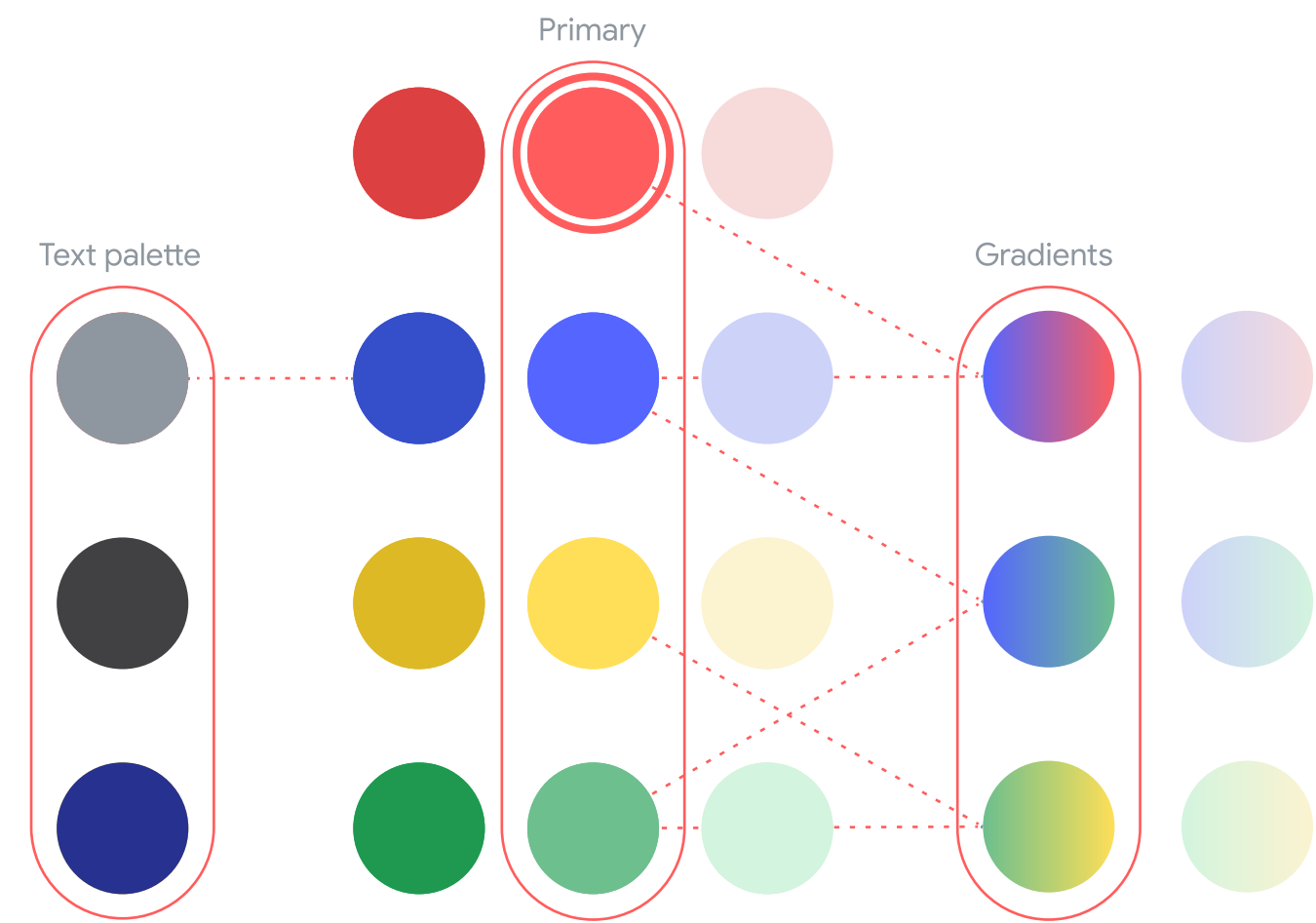
These patterns are also animated. See the full versions at <https://thaotn.me/fabric-animations.gif>.

BRAND IN REAL LIFE

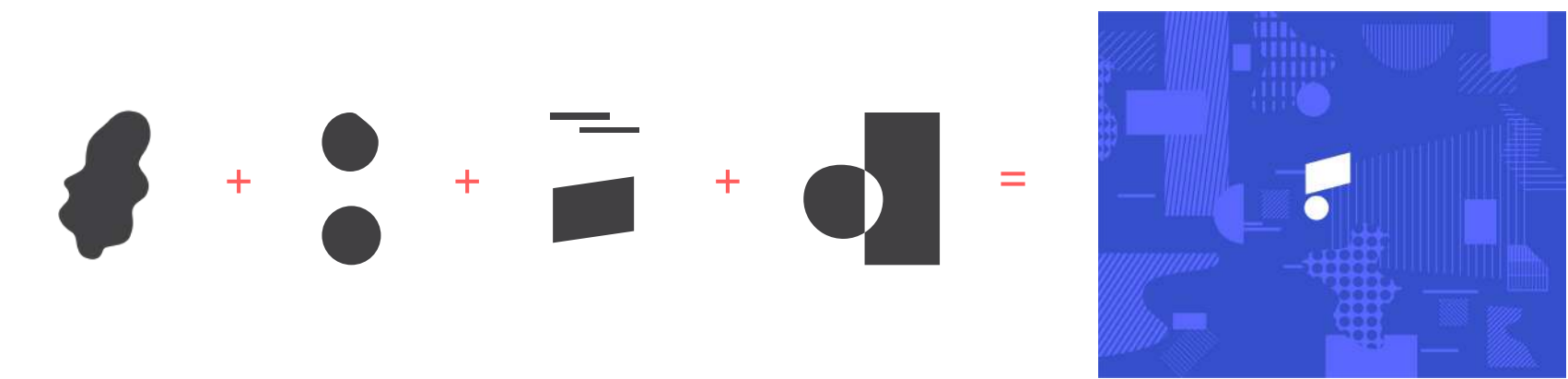


The brand is extremely versatile and applicable to any medium. The feeling of patterns coming together to make more patterns stands out clearly in mockups (left) or real life (right).

SYSTEM



Headline 1	Google Sans Medium 23/30
Headline 2	Google Sans Medium 20/26
Subhead 1	GOOGLE SANS BOLD 8/12 +0.25 SPACING
Subhead 2	GOOGLE SANS REGULAR 8/12 +0.25 SPACING
Quote	<i>DM Serif Text 18/28</i>
Body 1	Google Sans Regular 18/26
Body 2	Google Sans Regular 14/20
Body 3	Google Sans Regular 11/16



Motion principles:

RHYTHM

When stringing along multiple animations, unite them using rhythm to make them one harmonious sequence.

ORGANIC

Use only *ease-in* or *ease-in-out* easing curves to maintain a natural feeling.

OUTCOME

The entirely remote process was successful so other teams adopted the same process for their own brands.

A11Y

<p>AA - Contrast 3.01</p> <p>Text: #FFF (white) 18 px Background color: Strawberries and cream</p> <p>Use sparingly for BG w/ large bodies of text. Quotes agenda etc</p>	<p>AA - Contrast 3.01</p> <p>Text: #FFF (white) 18 px Background color: Strawberries and cream</p> <p>Use sparingly for BG w/ large bodies of text. Quotes agenda etc</p>	<p>AA - Contrast 7.56</p> <p>Text: Dark knight 9 px Background color: Strawberries and cream light</p> <p>Use for BG w/ large bodies of text.</p>	<p>AA - Contrast 6.96</p> <p>Text: Dark knight 9 px Background color: Wonka Blueberry light</p> <p>Use for BG w/ large bodies of text.</p>
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Light versions of the brand colors allow both black and white to meet a11y guidelines.

“

Thao helped lead the multi-quarter effort to develop our Fabric UX team identity and brand.

She facilitated virtual surveys and exercises to define our mission, purpose, and brand attributes.

She helped shape the art direction, motion attributes, our new logo, patterns, and brand identity.

Because of Thao's work, the team has a team and brand identity we can all be proud of. Thank you Thao!

”

— Fabric UX director